

In the Claims:

Please amend the claims as presented below:

1. (Currently Amended) A method of estimating an Internet user's geographic location, comprising:

tracking the Internet user's visits to at least one Internet site promoting a business having a business geographic location thereby defining a visited Internet site;

determining the business geographic location of the business promoted by the visited Internet site thereby defining a matched business location; ~~and~~

estimating the Internet user's geographic location to be at least adjacent to the matched business location and;

providing a database having business geographic location information for a plurality of Internet sites;

wherein the step of determining the business geographic location of the business promoted by the visited Internet site includes matching the visited Internet site to an Internet site in the database thereby defining a matched Internet site and defining the matched business location to be the respective business geographic location of the matched Internet site.

2. (Cancelled)

3. (Currently Amended) The method as claimed in claim 2 1 wherein the business geographic location information is determined by an operator of each respective Internet site.

4. (Cancelled)

5. (Currently Amended) The method as claimed in claim [[4]] 1 wherein the matched business location is determined by calculating the business geographic location most often matched.

6. (Original) The method as claimed in claim 5 wherein the step of tracking the Internet user's visits to at least one Internet site having a business geographic location includes tracking the amount of time the Internet user remains on the Internet site.

7. (Original) The method as claimed in claim 6 wherein the step of tracking the Internet user's visits to at least one Internet site having a business geographic location includes disposing a cookie having a unique identifier on a computer system that the Internet user is using to access the Internet.

8. (Original) The method as claimed in claim 7 further comprising providing an Internet user database for recording the matched business location and correlating it to the cookie.

9. (Original) A method of estimating an Internet user's geographic location, comprising:
providing a database having respective business geographic location information for a plurality of Internet sites;
tracking the Internet user's visits to a plurality of Internet sites thereby defining a plurality of visited Internet sites;

matching at least one visited Internet site to an Internet site in the database thereby
defining a matched business geographic location;

comparatively determining the matched business geographic location having the most
matches thereby defining a most popular business geographic location; and

estimating the Internet user's geographic location to be adjacent to the most popular
business geographic location.

10. (Original) The method as claimed in claim 9 wherein an operator of the respective
Internet site determines the business geographic location information.

11. (Original) The method as claimed in claim 9 wherein the step of tracking the Internet
user's visits to a plurality of Internet sites includes tracking the amount of time the Internet user
remains on the Internet site.

12. (Original) The method as claimed in claim 11 wherein the step of tracking the Internet
user's visits to a plurality of Internet sites includes disposing a cookie having a unique identifier
on a computer system that the Internet user is using to access the Internet.

13. (Original) The method as claimed in claim 12 further comprising providing an Internet
user database for recording the most popular business geographic location and correlating it to
the cookie.

14. (Currently Amended) A system for estimating the geographic location of an Internet user, comprising:

a database having respective business geographic location information for a plurality of Internet sites;

a means for tracking Internet sites that the Internet users visits, thereby defining a plurality of visited Internet sites; and

a means for ~~correlating~~ estimating the Internet user's geographic location ~~to the business geographic location information obtained from the visited Internet sites~~ by matching each visited Internet site with an Internet site in the database and assigning each visited Internet site the respective corresponding business geographic location information for the matched Internet site in the database.

15. (Original) The system as claimed in claim 14 wherein the means for tracking Internet sites includes disposing a cookie on a computer system that the Internet user is using to access the Internet.

16. (Cancelled)

17. (Currently Amended) The system as claimed in claim ~~16~~ 14 wherein the means for estimating the Internet user's geographic location further includes a system for quantitatively determining a most popular geographic location.

18. (Currently Amended) The system as claimed in claim 17 wherein a means for estimating the Internet user's geographic location includes a system for estimating the Internet user's geographic location to be the most popular geographic location.

19. (Original) A method of providing Internet search results based upon the estimated geographic location of an Internet user, comprising:

providing a database having respective business geographic location information for a plurality of Internet sites;

tracking the Internet user's visits to a plurality of Internet sites thereby defining a plurality of visited Internet sites;

matching at least one visited Internet site to an Internet site in the database thereby defining a matched business geographic location;

comparatively determining the matched business geographic location having the most matches thereby defining a most popular business geographic location;

estimating the Internet user's geographic location to be adjacent to the most popular business geographic location thereby defining an Internet user location;

receiving an Internet search request from the Internet search user; and

displaying search results for Internet sites having a geographic business location adjacent to the Internet user geographic location.

20. (Original) The method as claimed in claim 19 wherein the step of tracking the Internet user's visits to a plurality of Internet sites includes disposing a cookie having a unique identifier on a computer system that the Internet user is using to access the Internet.

21. (Original) The method as claimed in claim 20 further comprising providing a database for recording the Internet user location and correlating it to the cookie.

22. (Original) The method as claimed in claim 19 wherein the step of displaying search results for Internet sites having a geographic business location adjacent to the Internet user location includes prioritizing the search results based upon the amount of money each respective Internet site is willing to pay for being displayed.

23. (Original) The method as claimed in claim 22 wherein the amount of money each respective Internet site is willing to pay for being displayed includes a pay-per-click bidding system.

24.-26. (Canceled)